

BabyCal Event Celebrates Healthier Babies



California's First Lady Gayle Wilson and Health and Welfare Secretary Sandra Smoley, along with 6-year-old Schanai Mills, celebrate the lowest recorded infant death rate in California's history at a BabyCal event in Oakland.

California's First Lady Gayle Wilson and the Grammy Award-winning group Salt-N-Pepa joined together at a special event recently to honor community-based organizations (CBOs) in the San Francisco Bay Area and statewide that are working to improve infant health in California by educating families about the importance of early prenatal care. Themed "California Celebrates Healthier Babies," the event also served to highlight the latest California birth statistics, showing overall improvements.

Held in conjunction with Black History Month, the February event recognized the San Francisco Bay-Area Black Infant Health (BIH) Projects (part of the statewide BIH Program) for their targeted work to combat infant mortality and low birthweight in the local African-American community. Also commended were the 350 members of the BabyCal CBO Network for delivering vital prenatal care information to women throughout California.

Health and Welfare Agency Secretary Sandra R. Smoley, R.N., moderated the event, which was held at the West Oakland Health Center (WOHC) in Oakland – a comprehensive health facility that houses a BIH Project and is part of the BabyCal CBO Network.

Secretary Smoley provided an update regarding the status of infant health in California. On the positive side, the state's infant mortality rate is now at its lowest recorded point in California's history (at 6.3 infant deaths per 1,000 live births; down from 7.0 infant deaths per 1,000 live births in 1994). However, the infant mortality rate for California's African-American population is still more than twice the overall rate (at 14.1 infant deaths per 1,000 live births). Shirley Shelton, the Department of Health Services (DHS) BIH Program coordinator, addressed this concern and the work being done to improve birth outcomes in California's African-American community.

The event culminated with the lighting of a number "1" candle on a birthday cake, symbolizing the increasing number of babies born in California who are living to celebrate their first birthdays. Salt-N-Pepa and Mrs. Wilson led the group in singing "Happy Birthday" to California's babies. Following the event, media and guests toured the WOHC and visited a prenatal and parenting class in progress. A variety of media, including local newspapers, TV and radio stations, covered the event.



(Left to right) Salt-N-Pepa's Dee Dee "Spinderella" Roper and Cheryl "Salt" James and Gayle Wilson visit with WOHC parenting class participant Cameshia Fleming and her eight-month-old daughter, Christianna McClain.

Prenatal Care Guidance (Solano County Health and Social Services)

Nancy Calvo, MCH Manager; Cristina Rios-Klein, Medical Social Worker (Ph: 707/421-6672)

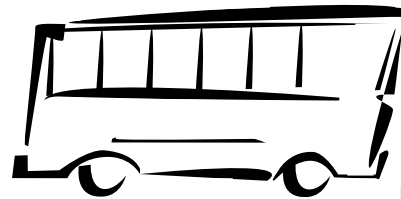
Established in 1990, the Prenatal Care Guidance program (PCG) of Solano County has grown to be a significant influence in the local prenatal care arena, thanks to a combination of innovative outreach efforts and streamlined coordination of care.

The PCG program is funded by the California Department of Health Services' (DHS) Maternal Child Health (MCH) Branch and works to facilitate early and regular prenatal care for low-income women in Solano County by reducing barriers to care.

"Collaboration between agencies has been a key factor in the success of the Prenatal Care Guidance program," says Nancy Calvo, MCH Manager. For example, a Public Health Nurse — funded under MCH to liaison with CPSP providers — has helped to facilitate coordination of care for low-income women. Significantly, 90 percent of the pregnant women for whom PCG facilitated access to care received their first prenatal appointment within 20 days.

"Community-based outreach also is critical to the program's success," says Calvo. BabyCal plays a key

role in the PCG program's outreach efforts. "Staff simply love the campaign's print materials," says Medical Social



Worker Cristina Rios-Klein. One exciting, new outreach effort introduced by PCG is the display of BabyCal posters in 21 public buses

that are part of the local transit authority.

Over the past six months, a growing number of women — nearly 400 — have been referred to the PCG program. Referrals are obtained via a variety of sources, including Social Services, the Black Infant Health Program, Managed Care and the Perinatal Outreach Project.

"The BabyCal posters and brochures are not only displayed in our offices, but throughout the community - at apartment complexes, Laundromats and other public places."

PCG has a toll-free information and referral line which is staffed from 8 a.m. to 5 p.m., Monday through Friday. The volume of calls to the line has increased significantly over the past year, according to Rios-

Klein. She attributes the jump to the growing number of referrals from affiliated agencies and the outstanding job being done by the programs' perinatal outreach workers.



New Campaign Logo Introduced

to reflect the campaign's broadening audience and messages. The logo depicting three silhouettes of pregnant women has been replaced with an image designed to appeal to influencers as well as the target and to women earlier in their pregnancy.

The new logo features "BabyCal" in dark green, with a pink heart over the "y" to form a flower shape. The color green symbolizes life and growth, while the heart (actually, a heart shape within a heart) signifies a mother and baby. The logo was very well received in focus groups with

BabyCal has adopted a new logo, designed

BabyCal's target audience and will become a "trademark" in all of the campaign's future advertising and outreach materials.

Another important enhancement to the BabyCal logo is the incorporation of the campaign's toll-free phone number, 1-800-BABY-999. This helps to maximize the phone number's exposure.

Many of you may have seen the new logo's debut in the Valentine's Day Card recently sent to CBOs. Please call the Hill and Knowlton BabyCal team at 213/966-5740 if you did not receive a card but would like one.

DHS Launches Family PACT Program

The California Department of Health Services (DHS) is pleased to announce the implementation of a new program in January 1997, designed to increase access to clinical family planning services. The Department's Family P.A.C.T. (Planning, Access, Care and Treatment) Program offers comprehensive family planning services to men and women whose income equals or falls below 200 percent of the federal poverty level and who have no other confidential reproductive healthcare coverage.

Services offered include contraceptive counseling, pregnancy testing, female and male sterilization, limited infertility services, reproductive health counseling and education related to contraceptive methods, as well as screening and treatment for sexually transmitted infections, HIV testing and counseling and screening for breast and cervical cancer.

Managed by the DHS' Office of Family Planning (OFP), this program is the result of the Department's collaboration with the California Medical Association, the American College of Obstetrics and Gynecology and the California Academy of Family Practice. Services are available through participating Comprehensive Perinatal Services

Program (CPSP) providers, private practice and licensed Medi-Cal providers (such as nurse practitioners and nurse midwives), as well as former OFP contractors.

Provider enrollment in this new program is simple. Family P.A.C.T. providers are required to attend an orientation session, for which they will receive a Certificate of Attendance. Then they submit an application and agreement, provide a copy of the Certificate of Attendance and, upon completion, receive notification of eligibility to participate in the Family P.A.C.T. program. Patient qualification is determined on a case-by-case basis. Reimbursement to program providers is based on Medi-Cal comparable rates.

The program is being phased in to all 58 California counties over a four-month period, beginning with Sacramento, San Diego and Yolo counties, January 6, 1997; all remaining counties (except Los Angeles) beginning March 1, 1997 and Los Angeles County, April 28, 1997.

For additional information, inquiries should be made to the Health Access Programs (HAP) Hotline at 1-800-257-6900.

Welcome, New BabyCal CBOs!

BabyCal extends a warm welcome to the following organizations that recently joined the CBO Network:

- A Safe Place Counseling Center, Oakland
- Berkeley Primary Care Access Clinic, Berkeley
- Comprehensive Perinatal Services Program, Madera
- Davis Crisis Pregnancy Center, Davis
- Guidiville Indian Rancheria, Ukiah
- Head Start Program - WCIC/Playmate Child Development Center, Sacramento
- March of Dimes - Northern California, Sacramento
- Parent and Preschool Education - Sac. City Unified School District, Sacramento
- Women's Health Care Services, Lynwood

Introducing Adrienne Duar



Adrienne Duar has joined the BabyCal team as CBO Coordinator, replacing Carmen Hayward-Stetson in Southern California. Adrienne will work closely with CBO Coordinator Alva Moreno to serve as a link between Southern California CBOs and the BabyCal Campaign.

Many of you may already know Adrienne, who brings some 20 years of community relations experience to BabyCal, including work in women's health and tobacco control. Adrienne looks forward to working with many of you in the near future. She can be reached at **(310) 518-9098** for print material or information needs.

BabyCal Notes

Sponsorship Activities

Sacramento-based supermarket chain Raley's/Bel Air and the 99 Cents Only Stores in Southern California are BabyCal's latest corporate partners in the battle against infant mortality. During March and April, 38 Raley's/Bel Air stores are featuring BabyCal brochures and magnets in their pharmacies and the campaign's prenatal messages on store milk cartons and in their weekly newspaper ads. The 99 Cents Only Stores has agreed to feature the large "Loving Mother and Baby" posters in the windows of its nearly 50 Southern California locations. Thank you to both of these organizations for enhancing our outreach efforts!

Print Materials Update

As mentioned in the last issue of BabyCal News, the current BabyCal Campaign print materials are being updated and redesigned. Delivery of the new materials is slated for late summer or early fall, 1997. In the meantime, limited supplies of materials are available and will be phased out gradually in anticipation of the new materials. Over the next few months, we encourage CBOs to order materials as needed, keeping in mind that you will want to avoid having an excess supply of outdated materials when new materials arrive.

- How to Order BabyCal Materials -

A variety of BabyCal materials are available free of charge to help you with your perinatal outreach efforts, including multilingual posters and brochures, brochure holders and ball-point pens.

Order forms can be obtained from your CBO Coordinator or Hill & Knowlton, and faxed to Erica Boatman, fax no. 213/782-8195. All orders are fulfilled by Hill & Knowlton, Los Angeles, within 5-7 days of receipt, and shipped via UPS.

BabyCal Campaign Contact Information:

CBO Coordinators:

Northern California: Nadine Roberts (916/925-7816) or Edith Tybo (916/395-0461)

Southern California: Alva Moreno (310/948-2281) or Adrienne Duar (310/518-9098)

Hill & Knowlton: 6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048

Contact: Erica Boatman (213/966-5740) Fax: 213/782-8195 or Andrea Hanson (213/966-5763)

Department of Health Services:

714 P St., Room 1650, Sacramento, CA 95814

Contact: Lisa Jackson (916/657-3719) Fax: 916/657-3224

Health Fair 'How To's'

For many community-based organizations (CBOs), health fairs continue to be one of the most popular and effective ways to reach new people in need of services. In the last issue of BabyCal News, we provided tips for publicizing your health fair. In this issue, we'd like to share some health fair planning tips that have proven successful for CBOs throughout the state:

1. Strength in Numbers

When planning a health fair, organizations should consider pairing up with other local CBOs. By combining efforts, CBOs are more likely to reach cross-populations and attract more attendees.

2. Scouting Locations

Instead of waiting for potential clients to come to them, many CBOs are going directly to the target. An example is the "World's Largest Baby Shower," hosted by the Sacramento County MCH. Last year's event, held at the Florin Mall in Sacramento, attracted more than 2,000 attendees.

3. Timing Counts

Timing is an important factor in effectively reaching the target. For example, if your facility is located near a school, you may wish to hold a health fair timed with the fall season and back-to-school checkups.

4. Tailoring to Your Target

As you know, it is important to have the appropriate in-language materials on hand for the target attendees. Please contact the BabyCal Campaign several weeks in advance with any special print material needs.

5. Get Creative

Giveaways, special speakers, drawings and interactive activities are excellent ways to increase health fair participation. The ASHA House in San Francisco offers entertainment, children's activities and free food at its community health fairs, in addition to conducting screenings for blood pressure, pregnancy and HIV.

With spring in the air, now is a great time to give these strategies a try. If you have any health fair success stories you'd like to share, please write or fax us at:

BabyCal, c/o Hill and Knowlton, 6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

(Fax: 213/782-8195) Attention: Andrea Hanson